

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion - Fairs and Festivals to be organized by the Tourism Department -
Orders - Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 491

Dated 17-07-2012
Read the following:-

1. G.O.Rt.No.174, YAT&C (PMU) Department, Dated 28-02-2006.
2. Minutes of the 1st A.P.Tourism Promotional Committee Meeting held under the Chairmanship of the Special Chief Secretary (T) at Paryatak Bhavan on 26-05-2012.

* * *

ORDER:

The Government of Andhra Pradesh endeavors to promote the State of Andhra Pradesh at National and International arena through appropriate marketing initiatives. Celebrations of Fairs & Festivals have great potential to attract Domestic & International Tourists to destinations and contribute to the Tourism Promotion. In the reference 1st read above, a committee was constituted to oversee the celebrations of Fairs & Festivals organized by the Government at District & State level on specified dates. Calendar of events indicating the fairs and festival to be organized was also communicated in Annexure-I of the G.O cited above. The term of the committee expired on 27-02-2009 and thereafter the calendar of events did not take place in a concerted manner.

2. Government have examined the matter in detail and decided to celebrate the Fairs & Festivals at District & State level throughout the year by reviving the Committee. A list of Fairs & Festivals proposed is appended to this order.

3. Accordingly, Government hereby constitute the following committee to revive the celebration of Tourism Fairs & Festivals at various Districts and also to identify different cultural events and festivals to be celebrated in various Districts.

1.	Special Chief Secretary to Government (T)	Chairman
2.	Tourism Advisor	Member
3.	Additional Chief, YAT & C (PMU) Department	Member / Convener

4. The Nodal Officers have also been appointed for each festival who will be responsible and monitor the respective festivals by giving appropriate publicity and also by involving the relevant district authorities for celebrating the occasions in a befitting manner to showcase the Culture and Heritage of the State to the National and International Tourists. The Nodal Officers are requested to make advanced planning and co-ordinate with the other departments for enrichment of the programmes.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT (T)

To
The Tourism Advisor, YAT & C Department.
The Additional Chief, YAT & C (PMU) Department
The District Collector, Warangal, Hyderabad, Vishakhapatnam, Anantapur, East Godavari, Nellore, Chittoor and Nalgonda,
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER

YAT & C (PMU) DEPARTMENT

ANNEXURE - 1

S.No.	FESTIVAL	NODAL OFFICER	PROPOSED DATE	NO. OF DAYS	ACTION TAKEN	SOURCE OF FUNDING
1.	Lepakshi Festival - Anantapur	District Collector	August, 2012	2 days	Thematic design of the program, felicitation, approaching Department lines to organize and conduct the festival smoothly	GOI
2.	World Tourism Day	Commissioner of Tourism	27 th , 28 th , 29 th September, 2012	3 day	Do	GOI
3.	Kakinada Beach Festivals	District Collector	October, 2012	3 days	Do	GOAP
4.	Araku Festival	M.D, APTDC & Principal, IHM	15 th to 21 st October, 2012	1 Week	do	GOAP
5.	Rayalaseema Food and Dance Festival - Tirupati	Special Officer, Shilparamam	16 th to 30 th October, 2012	14 days	Do	Shilparamam
6.	Literary Festival, Chittoor	Special Chief Secretary (T)	10 th & 11 th of November, 2012	3 days	Do	GOI
7.	Kakatiya Festival - Warangal	Sri Papa Rao, Trustee, KHT, Warangal. Sri Kishan Rao, Tourism Advisor Sri Govinda Raj Emmadi, OSD, YAT & C (PMU) Deptt.	Last week of November, 2012	7 days	Do	GOI
8.	Panagallu Festival - Nalgonda	Sri Kishan Rao, Tourism Advisor	7 th , 8 th , & 9 th December, 2012	3 days	Do	GOAP
9.	Hyderabad Carnival at Necklace Road, Hyderabad	Sri Kishan Rao, Tourism Advisor	21 st to 27 th December, 2012	1 Week	Do	GOAP
10.	Vishakha Utsav - Vizag	District Collector	Last week December, 2012	3 days	Do	GOAP
11.	Flamingo Festival - Nellore	District Collector	7 th , 8 th , & 9 th January, 2013	3 days	Do	GOI
12.	Taramati Festival Golkonda/Deccan Hyderabad	Sri Kishan Rao, Tourism Advisor MD APTDC	25 th , 26 th & 27 th January, 2013	3 days	Do	GOI

//Forwarded :: By Order//

SECTION OFFICER